




RECEIVED FINAL FACULTY SENATE APPROVAL ON FEBRUARY 4, 2014.

MEMORANDUM

TO: Faculty Senate
FROM: Jack Kirby 
DATE: February 27, 2014
SUBJECT: Curriculum Proposal #13-14-11, REVISION #1
School of Business, change of course number

I recommend approval of the attached REVISION #1 Curriculum Proposal 13-14-11. This proposal requests to change an existing course number: MKTG 2205—Salesmanship and Sales Management to MKTG 3400—Salesmanship and Sales Management. This proposal simply asks to have the course renumbered.

The attached proposal was approved for second reading by the Curriculum Committee on February 25, 2014 and is ready to be presented to Faculty Senate for approval.

C: Dr. Christina Lavorata
Dr. Richard Harvey
Dr. Timothy Oxley
Ms. Evie Brantmayer
Ms. Leslie Lovett





MEMORANDUM

TO: Jack Kirby, Ed.D.
Associate Provost, Academic Affairs

FROM: Timothy Oxley, Ed.D.

CC: Richard Harvey, J.D.
Dean

DATE: February 25, 2014

SUBJECT: CURRICULUM PROPOSAL – MKTG 2205 to MKTG 3400

The attached Revision #1 to Curriculum Proposal #13-14-11 replaces the outdated Learning Outcomes with the revised outcomes, and identifies methods of assessment for each outcome. No other changes were made in this revision.

Should you have any questions or concerns, please feel free to contact me.

Attachment

CURRICULUM PROPOSAL (Submit one hard copy and an electronic copy to the Associate Provost by the second Tuesday of the month.)

Proposal Number:	#13-14-11
School/Department/Program:	School of Business
Preparer/Contact Person:	Robert Weaver, Associate Professor of Management and Marketing; Coordinator of Management and Marketing
Telephone Extension:	4115
Date Originally Submitted:	February 11, 2014
Revision (Indicate date and label it Revision #1, #2, etc.):	2/25/2014 – Revision #1
Implementation Date Requested:	Spring 2014

- I. **PROPOSAL.** Write a brief abstract, not exceeding 100 words, which describes the overall content of the proposal.

This proposal is simply to renumber Marketing (MKTG) 2205 Salesmanship and Sales Management to Marketing (MKTG) 3400 Salesmanship and Sales Management

- II. **DESCRIPTION OF THE PROPOSAL.** Provide a response for each letter, A-H, and for each Roman Numeral II–V. If any section does not apply to your proposal, reply N/A.

- A. Deletion of course(s) or credit(s) from program(s)

N/A

Total hours deleted. 0

- B. Addition of course(s) or credit(s) from program(s)

N/A

Total hours added. 0

- C. Provision for interchangeable use of course(s) with program(s)

N/A

- D. Revision of course content. Include, as an appendix, a revised course description, written in complete sentences, suitable for use in the university catalog.

The current course number is Marketing 2205. The proposal is requesting a course number change to Marketing 3400. (Appendix A) It will not change the course status as a marketing elective or change the course objective or content or catalog description. The course outcomes are as follows:

Course Outcomes: Students will be able to:

- 1. Identify desirable work habits, attitudes and personal characteristics of successful sales people.**
- 2. Demonstrate skills in communication as it applies to the selling process.**
- 3. Recognize selling's role in servicing the customer.**

4. Identify sales strategies and techniques to be used in the selling process.
5. Identify standards of ethical behavior and fair dealing as it applies to sales.

Learning Outcome	Methods of Assessment
1	Quiz, Exam, Case Study Analysis <i>and/or</i> Written Assignment
2	Sales Presentation
3	Quiz, Exam, Case Study Analysis <i>and/or</i> Written Assignment
4	Quiz, Exam, Case Study Analysis <i>and/or</i> Written Assignment
5	Quiz, Exam, Case Study Analysis <i>and/or</i> Written Assignment

- E. Other changes to existing courses such as changes to title, course number, and elective or required status.

N/A

- F. Creation of new course(s). For each new course

1. Designate the course number, title, units of credit, prerequisites (if any), ownership (FSU, PC&TC, or shared) and specify its status as an elective or required course. If you are creating a shared course, attach a memo from the Deans of the affected Schools explaining the rationale for the course being shared.

N/A

2. Include, as an appendix, a course description, written in complete sentences, suitable for use in the college catalog.

N/A

3. Include, as an appendix, a detailed course outline consisting of at least two levels.

N/A

4. In order to meet the requirements as outlined in Goal One of the Strategic Plan, please include Outcome Competencies and Methods of Assessment as an appendix. Examples are available upon request from the Chair of the Curriculum Committee.

N/A

- G. Attach an itemized summary of the present program(s) affected, if any, and of the proposed change(s).

N/A

III. **RATIONALE FOR THE PROPOSAL.**

- A. **Quantitative Assessment:** Indicate the types of assessment data, i.e., surveys, interviews, capstone courses, projects, licensure exams, nationally-normed tests, locally developed measurements, accreditation reports, etc., that were collected and analyzed to determine that curricular changes were warranted. Quantitative data is preferred.

This course is offered only during fall semesters. The course enrollment averages 20 students per semester.

This course has been offered as a business and marketing elective for a BS degree in Business Administration and Business minor as far back as the 1970s. It also was a required course in the 2 year Associate degree in Retail Management when the Commerce Division controlled the course development for that degree and was the main reason why the course number remained at the 200 level and later at the 2000 level. Now that the School of Business no longer needs to keep the

course at a 2000 level it would better describe the course content to current 4 year business, marketing and management students if it were moved to a 3000 level course with the other marketing electives. It also would do away with the override that is required for the course to be counted in a General Business concentration as an elective under the requirement of 18 hours of 3000 or 4000 level courses.

- B. **Qualitative Assessment:** Based upon the assessment data above, indicate why a curricular change is justified. Indicate the expected results of the change. Be sure to include an estimate of the increased cost, or reduction in cost of implementation. FOR EXAMPLE: Will new faculty, facilities, equipment, or library materials be required?

The renumbering of the course will have no effect on resources required to continue to offer the course.

- IV. Should this proposal affect any course or program in another school, a memo must be sent to the Dean of each school impacted and a copy of the memo(s) must be included with this proposal. In addition, the Deans of the affected schools must sign below to indicate their notification of this proposal.

By signing here, you are indicating your college's/school's notification of this proposal.

College/School	Dean	Signature
School of Business	Dr. Richard Harvey	

- V. ADDITIONAL COMMENTS.
VI.

APPENDIX A

CURRENT MARKETING PROGRAM

BACHELOR OF SCIENCE IN BUSINESS

ADMINISTRATION: MARKETING.....128 SEM. HRS.
 Business Core.....9 (45) SEM. HRS.
 Marketing Curriculum (see below)..... 18 SEM. HRS.
 General Studies Requirements..... 44 SEM. HRS.
 Free Electives.....27 (21) SEM. HRS.

Six (6) hours of the Business Core are duplicated in the General Studies Requirements, leaving 39 hours of Core classes.

- Marketing Curriculum.....18 SEM. HRS.

Required Courses (6 hrs.)

MKTG 3340 MARKETING RESEARCH.....3
 MKTG 4450 MARKETING MANAGEMENT.....3

Electives (12 hrs.)

Select 12 hours from the following list:

MKTG 2205 SALESMANSHIP & SALES MANAGEMENT.....3
 MKTG 3305 SUPPLY CHAIN MANAGEMENT.....3
 MKTG 3310 CONSUMER BEHAVIOR.....3
 MKTG 3320 ADVERTISING AND SALES PROMOTION.....3
 MKTG 3500 NEW PRODUCT DECISIONS3

PROPOSED MARKETING PROGRAM

BACHELOR OF SCIENCE IN BUSINESS

ADMINISTRATION: MARKETING	128 SEM. HRS.
Business Core.....	9 (45) SEM. HRS.
Marketing Curriculum (see below).....	18 SEM. HRS.
General Studies Requirements.....	44 SEM. HRS.
Free Electives.....	27 (21) SEM. HRS.

Six (6) hours of the Business Core are duplicated in the General Studies Requirements, leaving 39 hours of Core classes.

- Marketing Curriculum.....18 SEM. HRS.

Required Courses (6 hrs.)

MKTG 3340	MARKETING RESEARCH.....	3
MKTG 4450	MARKETING MANAGEMENT.....	3

Electives (12 hrs.)

Select 12 hours from the following list:

MKTG 3305	SUPPLY CHAIN MANAGEMENT.....	3
MKTG 3310	CONSUMER BEHAVIOR.....	3
MKTG 3320	ADVERTISING AND SALES PROMOTION.....	3
MKTG 3400	SALESMANSHIP & SALES MANAGEMENT	3
MKTG 3500	NEW PRODUCT DECISIONS.....	3

From: [Brantmayer, Evie](#)
To: [Oxley, Timothy](#)
Cc: [Harvey, Richard](#)
Subject: RE: Curriculum Changes
Date: Friday, February 07, 2014 4:57:28 PM

Both of these numbers are fine for use. Can the community college continue to use BUSN 2205 and MKTG 2205 or will I be inactivating the courses? Thanks.

Evie

Evie Brantmayer
Registrar
Fairmont State University &
Pierpont Community & Technical College
1201 Locust Avenue
Fairmont, WV 26554
(304) 367-4141

January 17 – Last day for current students (those who were registered last fall) to add classes for the full spring term. This deadline will be strictly enforced.

From: Oxley, Timothy
Sent: Friday, February 07, 2014 1:46 PM
To: Brantmayer, Evie
Cc: Harvey, Richard
Subject: Curriculum Changes

Evie:

The School of Business faculty approved two curricula changes that will be forwarded to the Curriculum Committee for consideration: (1) BUSN 2205 – Small Business Fundamentals will be changed to MGMT 3350 – Small Business Management; (2) MKTG 2205 – Sales and Sales Management will be changed to MKTG 3400 – Sales and Sales Management.

Would you please verify the course numbers for the target prefixes and let me know if you approve? Thanks.

Tim

Timothy R. Oxley, Ed.D.
Associate Dean, School of Business
Associate Professor of Business
Fairmont State University
Room 109 - B, Jaynes Hall
1201 Locust Avenue
Fairmont, WV 26554
